

DO'S AND DON'TS

OF BUILDING A MULTIMEDIA PORTFOLIO

DO'S

SHOWCASE YOUR BEST WORK **ONLY** — QUALITY OVER QUANTITY.

KEEP DESIGN CLEAN AND SIMPLE — CHOOSE EASY-TO-READ FONTS, CONSISTENT COLORS, AND **UNCLUTTERED** LAYOUTS.

ORGANIZE CONTENT **CLEARLY**. USE SECTIONS LIKE "PHOTOGRAPHY," "GRAPHIC DESIGN," OR "VIDEO PROJECTS."

ADD CAPTIONS OR DESCRIPTIONS FOR **EACH** PIECE. EXPLAIN THE PROJECT, YOUR ROLE, AND THE TOOLS OR SKILLS USED.

MAKE SURE YOUR SITE IS **MOBILE-FRIENDLY**. A LOT OF PEOPLE WILL VIEW IT ON THEIR PHONES.

KEEP DESIGN CLEAN AND SIMPLE — CHOOSE EASY-TO-READ FONTS, CONSISTENT COLORS, AND **UNCLUTTERED** LAYOUTS.

INCLUDE A WORKING CONTACT FORM OR PROFESSIONAL EMAIL TO MAKE IT **EASY** FOR PEOPLE TO REACH OUT.

PROOFREAD **EVERYTHING**. GRAMMAR, SPELLING, AND FORMATTING MATTER.

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OF BUILDING A MULTIMEDIA PORTFOLIO

DON'T

DON'T UPLOAD EVERY PROJECT YOU'VE EVER DONE. START WITH YOUR **BEST** 5-10 PIECES.

DON'T **IGNORE** BRANDING — USE THE SAME STYLE (FONTS, COLORS, LOGO IF YOU HAVE ONE) ACROSS THE WHOLE SITE.

DON'T **OVERCOMPLICATE** YOUR DESIGN — TOO MANY ANIMATIONS, FONTS, OR COLORS CAN DISTRACT FROM YOUR WORK.

DON'T FORGET TO UPDATE IT — OLD OR OUTDATED WORK MAKES IT SEEM LIKE YOU AREN'T ACTIVE OR AREN'T **GROWING**.

DON'T INCLUDE **PERSONAL** SOCIAL MEDIA LINKS (UNLESS THEY'RE PROFESSIONAL, LIKE A LINKEDIN OR ARTIST INSTAGRAM).

DON'T UPLOAD LOW-QUALITY IMAGES OR VIDEOS. BLURRY WORK MAKES EVEN GREAT PROJECTS LOOK **BAD**.

DON'T LEAVE **BROKEN** LINKS OR EMPTY PAGES — IT LOOKS LIKE YOU DON'T CARE ABOUT YOUR WORK.

DON'T PLAGIARIZE OR **MISREPRESENT** YOUR SKILLS. BE HONEST ABOUT WHAT YOU'VE WORKED ON.